News Release

IMMEDIATE RELEASE

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Census key to delivering services in a growing city

Edmonton, March 31, 2008 – Every household in Edmonton is going to receive a visit from their neighbourhood enumerator as the first census in two years kicks off April 1.

Enumerators will take a new count of Edmonton's fast-growing population. The census takes only a few minutes per household but it provides valuable information for obtaining grant funding from federal and provincial governments.

"In the end, good census data is important to every Edmontonian," explains Steve Thompson, Director of Elections and Corporate Records. "Not only does it ensure we will receive the appropriate funding for the services you need, it helps City staff gauge the level of service we need to deliver."

In addition to noting the number of people in each household, enumerators will ask basic questions such as age and employment status. One new question this year is the number of vehicles per household. This will help the City's Transportation Department plan for traffic volumes.

The last federal census in 2006 showed Edmonton's population to be 730,372, up from 712,391 in 2005. In that year, Edmonton added population equivalent to a municipality the size of Spruce Grove.

If residents are away when the enumerator visits, a notice will be left in the mailbox. "Please watch for a notice, and call your enumerator. It's vital that we don't leave anyone out," says Steve Thompson.

All enumerators will wear photo identification, and residents should ask to see it if it is not plainly visible.

Enumerators will post notices in apartment buildings to let residents know when they will visit.

The City will keep all personal information confidential. Reports on census information will be released by neighbourhood, ward and city-wide. A new population number will be released by late June and detailed reports in the fall.

The City will conduct a census every two years.

Residents can find out more at www.edmonton.ca/census or call 496-8008.

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About Edmonton:

This is a city alive with energy and boundless opportunity - a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

For additional information, contact:

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THE CITY OF Edmonton